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Cablefax Honors New York Interconnect's Sona Pehlivanian with Most Powerful Women Award

NEW YORK, NY, December 5, 2019: New York Interconnect's (NYI) VP of Operations & Campaign Management, Sona Pehlivanian, was honored as one of Cablefax's Most Powerful Women of 2019. The celebration pays tribute to the most influential and prominent female executives in the media industry.

Pehlivanian is a recognized expert in the field with an accomplished track record leading the execution of award-winning technologies including addressable advertising, which she helped launch over 10 years ago. In representing the largest DMA in the country, Pehlivanian has a history of noteworthy accomplishments, from addressable operations to new platform integrations to securing and managing 3rd party attribution partnerships. She serves on key national committees and industry panels working to help shape the increasingly evolving industry - and has helped to lead NYI, a regional media provider, to the national stage.

"The truth is, I love what I do. Our industry is constantly advancing and to be a part of the technologies and innovation that bring the power of advertising to the next level is something I've always been passionate about," said Pehlivanian. "Being recognized by Cablefax in this way is particularly meaningful. Organizations that specifically represent women's achievements are incredibly inspiring," she said regarding the distinction. "It's important to show others that you can get a seat at the table and make a difference."

Cablefax's prestigious award was given to Pehlivanian on the heels of another honor, the Cynopsis Top Women in Media Awards, which also recognizes outstanding contributions by women in every facet of the media industry.

NYI's Chief Operating Officer, Tom Donohue says, "This is more than well-deserved. Sona has always demonstrated her abilities to be a true leader in this industry - and she has always made us proud."

About NYI

NY Interconnect (NYI) is a joint venture among Altice USA, Charter Communications, and Comcast that offers advertisers a seamless, integrated solution to reach more than 17 million consumers, as well as 6.5 million households, in the largest advertising market in the country. NYI delivers audience reach on over 100 of the top cable networks - through TV, live streaming, OTT, VOD and contextual video platforms- with customized planning, measurement and attribution services.